

BSE I



TEM

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ABSTRACT

Dealer and Admin is the important role in BSE Enterprise Network System. BSE Enterprise Network is a company that selling reload products in Malaysia for example Maxis, Celcom and Digi. Current method is they are using SMS as a platform for deposit system. Dealers will bank in to admin, and admin will verify the payment and insert the deposit into dealer's account. If there is any third scamming issues from dealers, then really hard to trace back because there is no deposit history to be check. A proper management system is needed to solve those problems. The objectives of this system are: (1) To develop a prototype information website for BSE Enterprise Network, (2) To develop BSE Enterprise Network Management for dealer and admin, (3) To notify dealer about information status by SMS. By the use of this system, admin can easily check back deposit and transaction history by dealers before. Besides, dealers also can see their transaction and deposit progress. The system has been developed and it shows all of the objectives can be achieved according to user testing that has been conducted before. Hence, this system should undergo future enhancement so that all users of BSE Enterprise Network can use this system for the ease of the system management.

ABSTRAK

Peniaga dan Admin adalah peranan yang penting dalam BSE Enterprise Network. BSE Enterprise Network adalah sebuah syarikat yang menjual produk tambah nilai di Malaysia sebagai contoh Maxis, Celcom dan Digi. Kaedah semasa ialah mereka menggunakan SMS sebagai platform untuk sistem deposit. Para peniaga akan membuat pembayaran kepada admin, dan admin akan mengesahkan pembayaran dan masukkan deposit ke dalam akaun peniaga. Jika terdapat apa-apa isu-isu penipuan dari peniaga, maka benar-benar sukar untuk mengesan kembali kerana tidak ada sejarah deposit untuk diperiksa. Sistem pengurusan yang baik untuk menyelesaikan masalah mereka. Objektif sistem ini ialah: (1) Untuk membina laman web maklumat prototaip untuk BSE Enterprise Network, (2) Membangunkan BSE Enterprise Network System untuk peniaga dan admin, (3) Untuk memaklumkan peniaga mengenai status maklumat melalui SMS. Dengan menggunakan sistem ini, admin boleh dengan mudah memeriksa kembali deposit dan sejarah transaksi oleh peniaga sebelum ini. Selain itu, peniaga juga boleh melihat transaksi dan deposit yang telah dibuat. Sistem ini telah dibangunkan dan ia menunjukkan kesemua objektif dapat dicapai mengikut ujian pengguna yang telah dijalankan sebelum ini. Oleh itu, sistem ini perlu menjalani peningkatan masa depan supaya semua pengguna BSE Enterprise Network boleh menggunakan sistem ini untuk memudahkan pengurusan sistem.

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CHAPTER 1

INTRODUCTION

1.1.Introduction

BSE Enterprise Network System (BSEENS) for BSE Enterprise is the deposit system to replace the manual deposit system that are currently use. This system can insert the deposit of dealers and control the transaction of dealers of any reload products for example Maxis, Celcom or Digi as the main products with discounted price.

For the dealers, they can insert deposit form and fill in deposit information before being approved by admin. Dealers can view the deposit history, transaction history and their downline dealers. Admins can control the transaction that being done by dealers and approve the deposit after the information is verified. To make sure that dealers know their deposit balance is already added, SMS will be sent from servers to dealers same goes when any transaction created by dealer is successful.

The system also is developing for the use with the all type of web browser. As we all know there are many type of web browser with the access to the internet so that majority user can use this system especially members of BSE Enterprise Network.

1.1.1 Problem Statement

Currently BSE Enterprise only uses offline marketing system strategies. Besides, this company is lack on promotion activities that lead to their decreasing in sales.

Other than that, currently BSE Enterprise does not have websites to provide latest information for their dealers. Deposit system is also using short message system right now means that there is no records for future references if happen any scamming issues or third party scam happen. Also, it is really hard for dealers to get fast response because mobile reload system sometime has problems in server uptime, maintenance, etc.

1.1.2 Objective

1. To develop a prototype information website for BSE Enterprise Network.
2. To develop BSE Enterprise Network Management for dealer and administrator.
3. To notify dealer about information status by SMS.

1.1.3 Scope and Limitation

1. This website focus on management of dealers and administrator in BSE Network Enterprise.
2. This website focus on management of deposit and transaction of reloads from dealers which can be manage by administrators.

1.2 Review Previous Work

There are lots of previous works that are related to this project. Referral marketing is a method of promoting products or services to new customers through referral, such referrals often happen spontaneously but business can influence this through appropriate strategies.

1.2.1 Tone Excel WOW business programme

Figure 1.1 shows the screenshot of the Tone Excel WOW Website:



Figure 1.1: Tone Excel WoW Website
Main Website : <http://www.toneexcelwow.org>

This system using referral system which is multi-level marketing system, so passive incomes for each level is different.

Figure 1.2 shows the screenshot of passive income rate from Tone Excel WOW business programme:

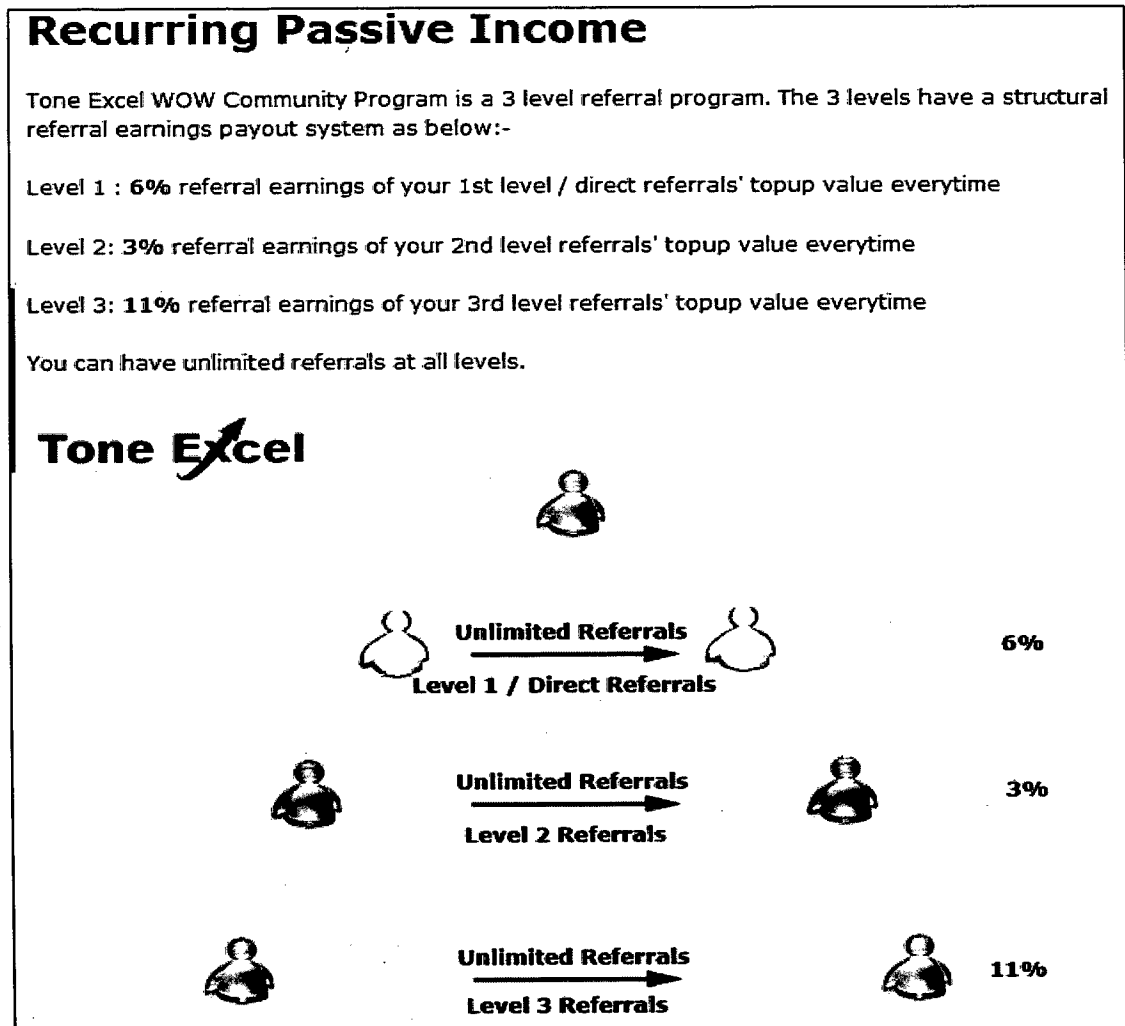


Figure 1.2: ToneExcel Referral System

1.2.2 Mo-Call Affiliate Program


MO-Call Affiliate Program

[Apply](#) or [Login](#)

10% lifetime commission, 20% first top up bonus, \$1 bonus after first top up for each user that trials MO-Call, plus a 45 day registration cookie

Everyone wants to save money on mobile phone bills these days, that's why we created MO-Call. Help us spread the word – now it's your mobile. The MO-Call affiliate program has been created to reward online communities, website publishers, bloggers and MO-Call enthusiasts for promoting MO-Call on their websites. In return, MO-Call offers you a new revenue stream and generous commissions.


In order to reseller MO-Call you must first understand all the customer benefits of the service. You must be able to articulate to your potential customers the reasons for using MO-Call over other cheap calling alternatives. It is desirable you may also provide first level support around MO-Calling. For your application to become a MO-Call affiliate to be considered you must first have a MO-Call account and show successful calling against the service. Top-up and trail the service! You must first support yourself before MO-Call will support you.



1

Fill out an application form


→



2

Get your login details from your email


→



3

Login to the MO-Call Affiliate Portal

→



4

Use ready made banners and links on your site to start earning

Figure 1.3:Mo-Call Affiliate Program

Affiliate program is also one of the branches of multi-level marketing. Affiliate marketing is where the affiliate sends the customer to the merchant and is awarded an agreed percentage of the sale (commission) when the customer makes a purchase.

1.2.3 AgenPrepaid.com

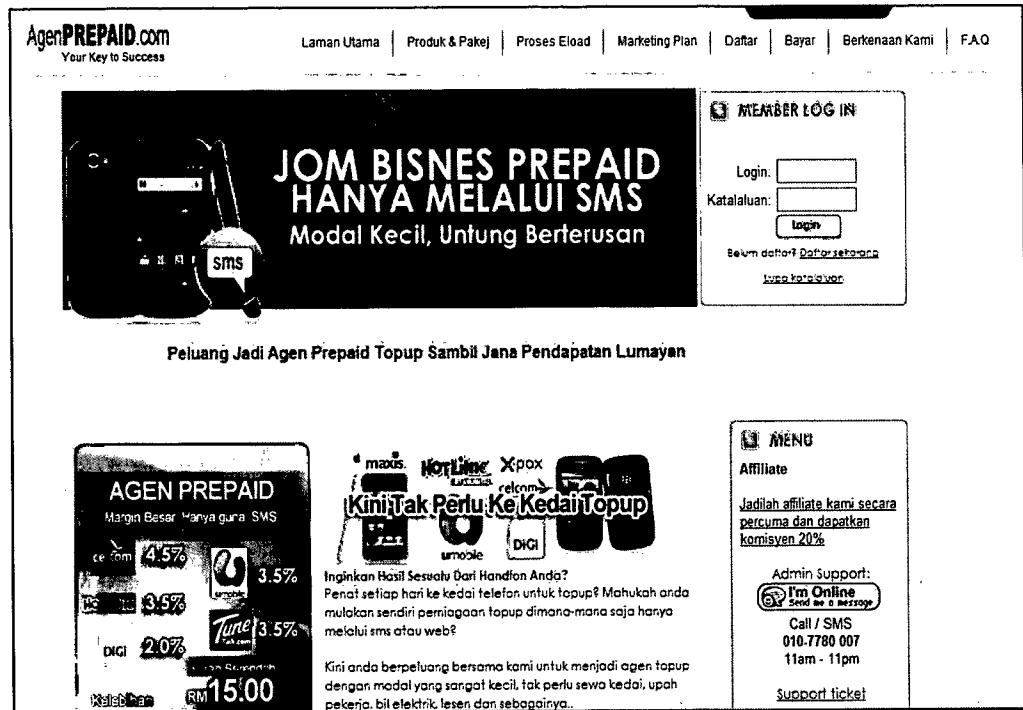


Figure 1.4: AgenPrepaid.com Website

AgentPrepaid.com system did not use multi-level marketing system but using Member Get Member system which means that any members can approach others to become a member and get the commission.

1.3 Current System and its limitation

The current system only has information and details in the website. Currently this system did not have multi-level marketing system. All new user or agents are registered manually by using other system.

Besides, it is hard for user to refer if has any problems since all problems and enquiries need to be report to the company by using SMS system. For a big community company, it is really hard for user to get fast response since mobile reload system sometimes have problems in server uptime, product out of stock, etc.

1.4 Terminology

SMS - Short Message System

BSEENS- BSE Enterprise Network System

1.5 Method(s) of approach

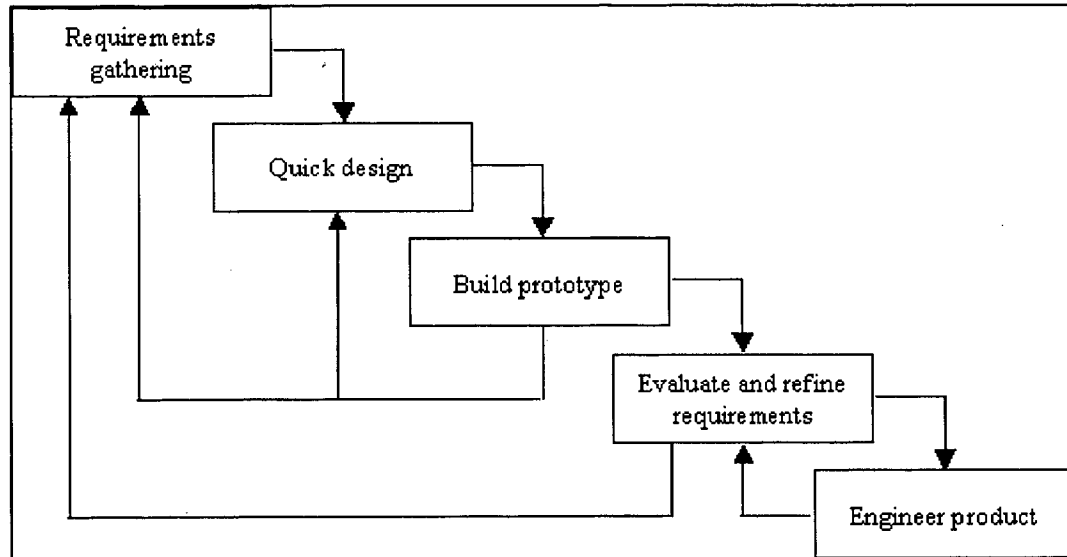


Figure 1.5: Prototyping Model

The methodology has been implied in the project development is the prototyping model. Figure 1.5 shows the prototyping model. Prototyping is one of the software development lifecycle beside waterfall, agile and others. This method can reduce risk and limit expenses costs.

1.5.1 Requirement Gathering

Requirements are gathered during the meeting between the developer and the client. The important element, input and output are also identified. The client of this system is the manager of the Horizon Garden Restaurant. The information regarding the system is being gathered so that the system that will be developed will meet the client's requirement. The Software Requirement Specification (SRS) document will be produced in this phase. The SRS include product description, interface requirements, software product features and requirement traceability.

Table 1.1: Information gathering

Source	Information gathering
Client	<ul style="list-style-type: none">• Flow of the system (How the systems work?)• Data information of the system (What data should be included In the system?)
System	<ul style="list-style-type: none">• Users of the system (How many privileges in the database?)
Environment	<ul style="list-style-type: none">• System environment (Which environment is compatible with the system?) E.g. web-based, Stand alone

1.5.2 Quick Design

This process come after the requirement gathering which is the developer will design initial prototype which include user interfaces. They focus on a representation of those aspects of the system that are visible to the client which is input and output approaches. This is where the Software Design Document (SDD) will be produced. He design description and details are included in SDD.

1.5.3 Build Prototype

The quick design phase leads to the build of a prototype phase. In this phase, developer starts to construct and develop the prototype to be shown to the customer. The prototype is build base on the requirement and the initial design. This is where the developer start codes the prototype.

1.6 Report Organization

This report consists of five parts:

Part 1 is the introduction to the project. In this part contain introduction, problem statement, objective, scope, existing system reviews, current system and limitation and report organization.

Part 2 is the Software Requirement Specification (SRS). In this part contain product description, interface requirements, software product features, and requirement traceability.

Part3 is the Software Design Document (SDD). In this part contain system overview, system states and modes, system design description, and database design.

Part 4 is the summarize conclusion for the whole project. In this part consist of discussion and conclusion of the project. This part also contains future works suggestion for this project.

CHAPTER 2

SOFTWARE REQUIREMENT SPECIFICATION

2.1 Overview

This part explains the functions and requirement for the BSE Enterprise Network System. In this part, it describes the base of the developers to acknowledge what are expected from the system and the description on the process of the components cooperates with each other in the environment.

2.1.1 Product Perspective

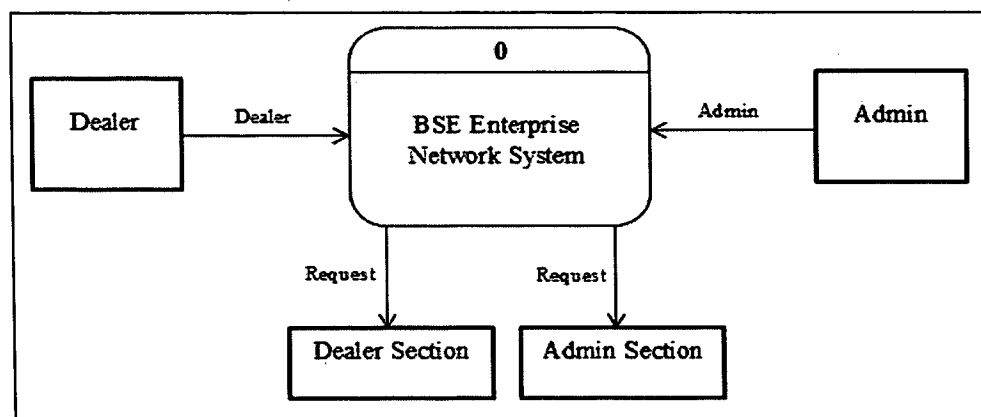


Figure 2.1 : Context Diagram for BSEENS

The BSE Enterprise Network System is a web-based system which is can be accessed anywhere and anytime using as long as there is an internet connection. Company dealers can register a new dealer and will be assign as downline. The website visitor also can view the information about this company, the margins for each product before becoming a dealer. The interested prospects can find the information about how to register as a dealer there. Admin can manage the data which they can add, update and search registration data if needed. Admin also can manage other data for example transactions, products and deposit.

2.1.2 System Interfaces

BSE Enterprise Network System started when interested prospects visits the website. The prospects need to make the payment and admin will register their account in the system after payment approval. There are different privileges in the system for the dealers and admin. For dealers, they can login into the system and add and view downline, deposit, transaction, statistics, products and can export their data. They also can change their password and logout in the system.

For admin, they can manage dealers, deposit, transaction, products, statistics, view form and export information data. Figure 2.2 shows the function of the XMX Flexi Network Web System.

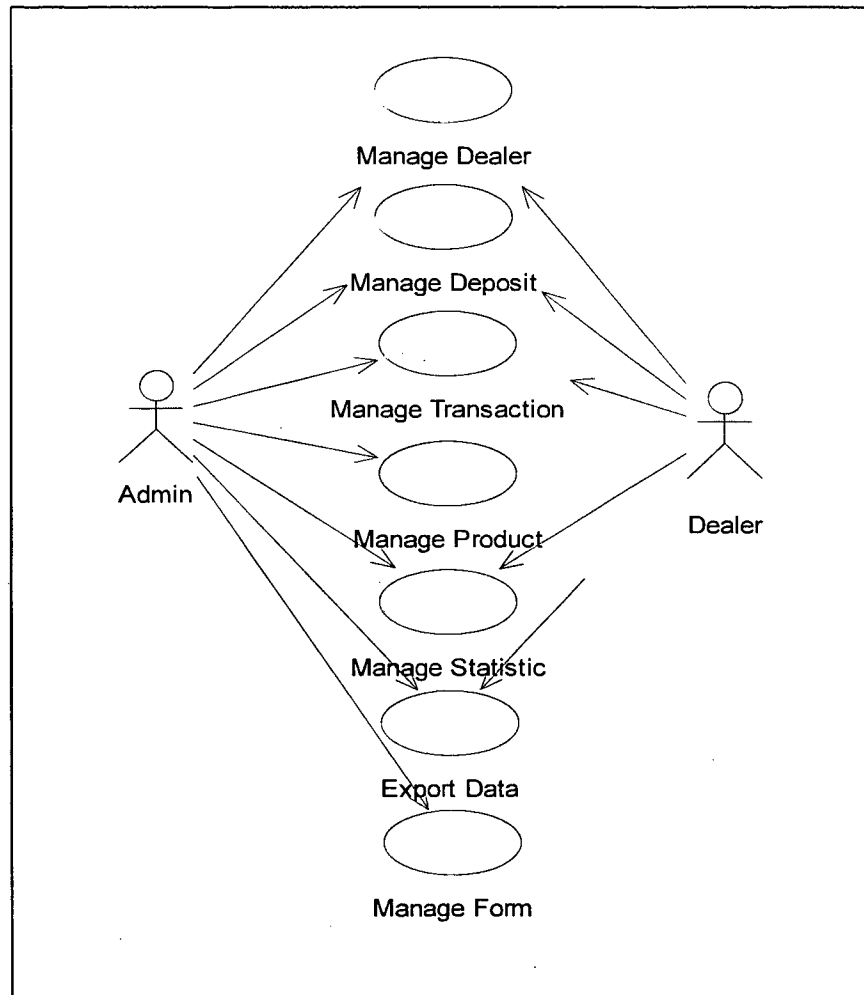


Figure 2.2: Use case diagram for XMX Flexi Network Web System

2.2 User Characteristics

User must have minimum characteristics in order to access the system. There are:

Table 2.1: User Minimum Characteristics

User	Education Level	Background Experience
Dealer	<ul style="list-style-type: none">• At least SPM and above• Know about reload mobile business basically.	<ul style="list-style-type: none">• Fast learning
Admin	At least Diploma in Business Administration and above	<ul style="list-style-type: none">• Has experience with the administration system.• Familiar with the web-based system.